

Section 5:

2007 Program Enhancements and New Laws

A. Media Outreach

Campaign builds on previous success

The multi-media boating safety campaign runs May to October in Northern California and year-round in Southern California. Cal Boating continued a successful “Responsibility” campaign, its message: “If It’s Your Boat, It’s Your Responsibility.” Building on the accomplishments of a new campaign in 2006, new billboards, posters and radio ads were created addressing boater responsibility, education, hazardous effects of operator inattention, and special proactive messages emphasizing Boating Under the Influence (BUI) enforcement aired throughout the boating season with increased presence prior to all popular three-day holiday weekends (Memorial Day, Independence Day and Labor Day).

Accident victim testimonials increased for the 2007 radio campaign and aired on 57 radio stations statewide. Cal Boating also continued promoting the **www.BoatSmarter.com** Web site and encouraged all boaters to share their stories.

The program dispatched mobile billboards at popular launching ramps and marinas and continued to place all-weather posters statewide at launching ramps, park entrances and fuel docks reminding boaters to be responsible on the water.

Additional Radio Boating Safety Messages

Cal Boating created and produced new 30 and 15-second radio testimonials, *Tony*, that were added to the highly successful *Scott* and *Dave* spots, addressing the importance of operator education, paying attention and traveling at a safe speed while boating, along with life jacket usage and awareness of cold water dangers.



Television Boating Safety Promotions

In March 2007, Cal Boating partnered with the San Diego area XETV, Fox 6 News in the Morning to heighten awareness of boating and water safety in the San Diego area with a Spring Break Safety Promotion. The newscast promoted proper life jacket fitting, hands-on boating safety classes, water rescues and encouraged viewers to stop by for free life jackets. In addition to this, the television station produced and aired 30 “Boating Safety Announcements” that ran during the morning newscast throughout the week to drive viewers to Fox6.com to take the Cal Boating online safety quiz and be eligible for an angler prize provided by Anglers Marine. “Safety Totes” were available for “purchase” (bonus point redemption, no cash value) online through the “Couch Potato” viewer loyalty program. All 450 totes were redeemed by “Couch Potato” members.

Additional successful television “Safety Promotion” partnerships with news anchor personalities recording PSAs were carried out with Redding TV station KRCR for Memorial Day weekend and then with Sacramento TV station KMAX for the 4th of July holiday.

Internet

All media outreach directly prompted viewers and listeners to learn more about boating safety and education on the department's Web sites, www.dbw.ca.gov, www.BoatSmarter.com, and www.BoatResponsibly.com.

These sites garnered 89,808 visits, with 65,165 being unique page views throughout the year. Radio and televisions also added a Cal Boating presence with banners, logos and links from their Web sites to the department's. In addition, the stations included 2,369 Web site streaming units of the safety messages over the boating season from their websites.

Spanish Language

The Sacramento Univision television station gave Cal Boating the opportunity to relay boating safety information to the Spanish-speaking community. Live feed interviews took place during the summer months.

B. Other Outreach to the Public

Life Jacket Loan Program

Cal Boating continues the Life Jacket Loan Program, partnering with fire stations and other voluntary venues to offer free short-term life jacket use for the public. Loan locations have gradually increased over the years to extend beyond the Greater Sacramento area. In 2007, there were 34 loaner locations participating in the program. A current list of locations for the Life Jacket Loan Program can be

found on Cal Boating's Web site at www.dbw.ca.gov/BoaterInfo/LifeJacket.aspx.



C. New Laws

As of January 1, 2008, the following laws are now in effect:

AB 118 establishes the Air Quality Improvement Program to fund air quality improvement projects, and the Alternative and Renewable Fuel and Vehicle Technology Program to provide grants and loans for projects that develop innovative technologies that transform the state's fuel and vehicle types to help attain climate change policies, including vessel-related technologies. AB 118 transfers money from existing funds and increase fees related to motor vehicle registration, special equipment identification plates, smog abatement and original vessel registration only (from \$10 to \$20 for vessels purchased in even-numbered years and \$20 to \$40 for vessels purchased in odd-numbered years, as applicable) to fund these new programs. The bill also requires the Energy Commission to create an advisory committee, specifically including participation by recreational boaters and many other interested parties, to help plan for the Alternative and Renewable Fuel and Vehicle Technology Program.

AB 695—Requires retail sellers of new vessels with spark-ignition engines, on and after July 1, 2008, to certify that the vessel engine has a permanent label indicating that the engine meets or exceeds 2008 California emissions standards. AB 695 also requires the application form for vessel numbering to have a line or check-off box for the purpose of indicating the retail seller's certification. This provision would apply to vessels with spark-ignition engines under 373 kw (500 hp) manufactured after January 1, 2008, and all vessels with spark-ignition

engines manufactured after January 1, 2009. In effect, this bill prohibits a person from purchasing an undocumented vessel outside of California for use in this state with the intent of avoiding the California emissions standards established by the California Air Resources board.

This bill requires the applicant (buyer) to submit proof to the Department of Motor Vehicles that a new vessel with a spark-ignition engine meets or exceeds 2008 California emissions standards, if the retail seller does not provide this certification.

AB 951—Prohibits a person in a non-motorized vessel on the portion of the Lower American River from the Hazel Avenue bridge to the Watt Avenue bridge from possessing an alcoholic beverage when the Sacramento County Board of Supervisors prohibits the consumption or possession of an open container along the land portions of the river during summer holiday periods. AB 951 requires Sacramento County to post notices along the applicable river section describing that a violation is punishable by an infraction.

AB 1683—Prohibits a person from possessing,

importing, shipping, transporting, or placing in any state waterway, dreissenid (a.k.a. quagga) mussels, and authorizes the Department of Fish and Game and other agencies, as specified, to inspect and order the cleaning, impounding, or quarantine as necessary, of any conveyance potentially carrying dreissenid mussels, including at water delivery and storage facilities under specified circumstances.

The bill also 1) authorizes the Department of Fish and Game, with the concurrence of the Secretary of the Resources Agency, to close or restrict access to waterways as necessary to prevent the spread of dreissenid mussels, and 2) provides that any entity in the state discovering dreissenid mussels must report the finding immediately.

For more information about the quagga mussel call 866-440-9530 or go to www.dfg.ca.gov/quaggamussel.



